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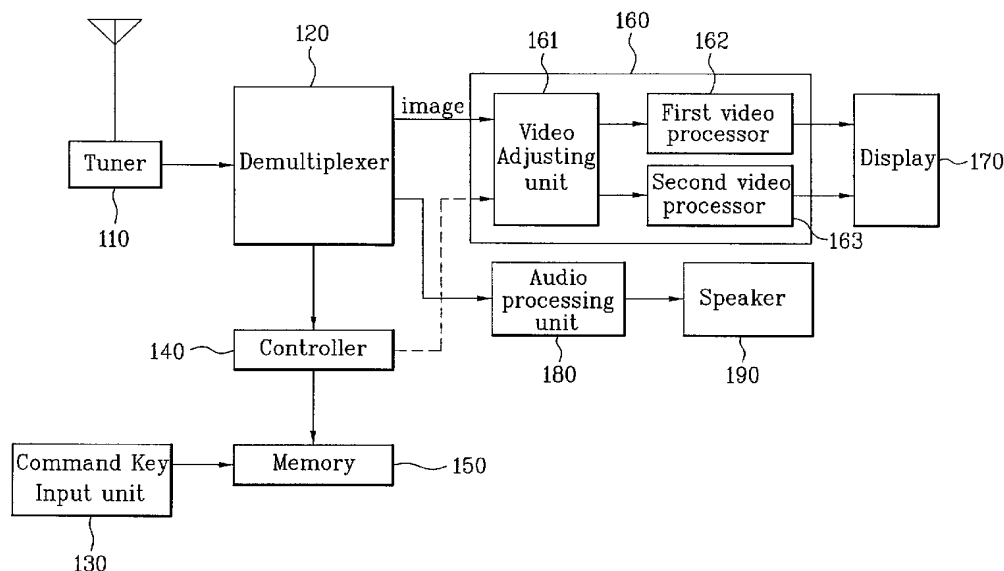
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(54) Title: DISPLAY DEVICE AND METHOD OF DRIVING THE SAME



(57) Abstract: A display device and a method of driving the same are disclosed, wherein a single original image is converted into a picture-enhanced image and a non-enhanced image, which are then displayed. The display device includes a controller (140) dividing a screen into a first display window and a second display window, and outputting control signals based on display options corresponding to the first display window and the second display window, and a video processing unit (160) separating an original image into a first image part and a second image part, and modifying picture qualities of each of the first image part and the second image part that are to be displayed on each of the first display window and the second display window, depending upon the control signals.

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